ContactCentre

SPECIALISTS

Contact Centres

The contact centre market in the UK is made up of around 6,175 call centres with 772,500 agent positions handling customer contact, of which, the overwhelming majority are phone-based transactions.

Consumers have never had so many ways to interact with companies and they are demanding faster, simpler ways to engage with companies and resolve issues. Digital platforms like web and mobile make it easy to self-serve, and these continue to raise customers' expectations. However, call volumes remain high as the conversational IVR becomes the escalation channel for more complex issues, putting greater pressure on agents and contact centre costs.

For businesses though, the phone channel is a costly way to communicate and reducing these costs will always be a major business driver.

Optimising the contact centre to deliver on the seamless experiences that customers expect though is no easy task. It's not about simply understanding what customers want, organisations need to evolve their approach to training and hiring staff, leveraging data more effectively to adapt their systems and processes, and advance their technology to properly meet the modern needs of their business.

Now customers have so many ways to communicate since the take over of the smartphone, businesses need to adapt their communication strategy and delivery technology that can support how customers want to communicate.

The 2 main buzz words in today's contact centre industry are Multi-Channel and Omni-Channel.

What is a Multi-channel Contact Centre?

Companies that connect with customers in their contact centre via multiple channels, such as email, social media, web chat, and telephone, can be said to have a multichannel contact center. However, these channels are siloed and agents can't see the context from interactions customers have had on other channels.

What is an Omni-Channel Contact Centre?

An omnichannel contact centre utilises the channels it chooses to operate on and ensures they are connected and integrated in order to provide a seamless customer experience. If the customer has further contact with the company, whether it be via email, SMS, or any other channel, the agent will continue the customer's journey from wherever it left off last time.

The type of business and their strategy determines the route the contact centre should take. But again, it's not just the technology that enables this, it's also people and process.

CCS has been engaged by many blue-chip organisations across all areas of their contact centres and have helped them define and delivery strategies and roadmaps across people, process and technology.

Experience

Multi-Skilling - a great way to improve productivity and reduce the amount of idle time an agent spends between calls. It can also improve Service Levels and Abandonment rates by increasing resource pool sizes.

DTMF IVR (Dual Tone Multi-Frequency Interactive Voice Response) - this allows customers to listen to a number of options on the phone channel then selecting the option on their phone keypad relevant to their reason for calling. It reduces the number of telephone numbers required, simplifies the customer contact journey and can also reduce AHT by removing compliance statements from the agent's script and playing them in the IVR.

NL IVR (Natural Language Interactive Voice Response) - this takes the IVR further by simply asking the customer why they are calling and based on their verbal response, routing the call accordingly.

Self Service IVR - utilising either DTMF or NL technology, IVRs can provide customers with the ability to do simple tasks within the IVR without having to speak to an Agent e.g. change of address. This can remove a significant amount of workload from an orgsnisation.

CTI (Computer Telephony Integration) - this provides the ability to integrate the phone channel with the desktop environment. Utilising data from the phone channel (phone number, claim number captured in the IVR etc) this can be utilised to automatically populate the agents desktop application so that the agent knows who the customer is immediately at the point of contact which improves the customer journey and reduces the AHT (Average Handling Time) of the call.

Our Technology Experience

Below provides a view of the technologies CCS have experience in delivering:

CRM	**Amdoc's , Oracle, People Soft, Vantive, Microsoft dynamic CRM, Salesforce**
Telephony/UC	**Avaya, Nortel, Rockwell, Aspect, Cisco, CosmoCom, Genesys, Mitel, Seimens, Amazon Connect, storm, IPFX**
Channels	**Voice, E-Mail, Text Chat, Outbound, SMS, Social**
Work Force Optimisation	**Aspect eWFM, NICE, Verint, Genesys WFM**
Qualoty Management	**NICE, Verint, Autonomy, Magnetic North**
Contact Management	**Genesys, Cisco ICM, Nortel, Avaya ICR, storm**

- Knowledge Management solutions
- LAN and WAN design, implementation and management
- IP convergence - fixed to mobile convergence, Unified Communications and integrations
- Outsourcing service partner network designs (Off-shore)

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